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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/892,228

06/25/2001

Jeffrey H. Alger

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7590

08/09/2006

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EXAMINER

CHEA, PHILIP J

ART UNIT

PAPER NUMBER

2153

DATE MAILED: 08/09/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 09/892,228	Applicant(s) ALGER ET AL.	
	Examiner Philip J. Chea	Art Unit 2153	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 08 May 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 6-8 and 10-14 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 6-8 and 10-14 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 25 June 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____. | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
6) <input type="checkbox"/> Other: _____. |
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DETAILED ACTION

This Office Action is in response to an Amendment filed May 8, 2006. Claims 6-8,10-14 are currently pending. Any rejection not set forth below has been overcome by the current Amendment.

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 6-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chang et al. (US 6,324,552), herein referred to as Chang further in view of Bezos et al. (US 6,029,141), herein referred to as Bezos.

As per claim 6, Chang discloses a client portal, comprising a browser capable of retrieving content only through preselected sites that are related (see column 3, lines 25-39), such that

a user cannot configure the client portal to add or modify controls of the client portal to access content through sites in the network that are not related, and wherein at least one of the preselected sites lists sites that are available for preselection (see column 3, lines 40-51 and column 4, lines 36-41, where users cannot configure the browser to access sites not predetermined, and preselected sites are available to a certain depth of the root page).

Although the system disclosed by Chang shows substantial features of the claimed invention (discussed above), it fails to disclose that the preselected sites are for the purchase of a particular product.

Nonetheless, these features are well known in the art and would have been an obvious modification of the system disclosed by Chang, as evidenced by Bezos.

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In an analogous art, Bezos discloses a portal web site that facilitates the purchase of a particular product having preselected sites that are related to providing the particular product (see column 6 and 7, lines 59-67 and 1-5, where preselected sites are selected by the associate about various products).

Given the teaching of Bezos, a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Chang by employing preselected sites that are related to providing a particular product, such as disclosed by Bezos, in order to present products that may be of interest to a consumer without allowing them to view products from other competitors.

As per claim 7, Chang in view Bezos further disclose including a memory for storing the preselected sites (see Bezos column 6, lines 59-67).

As per claim 8, Chang in view Bezos further disclose at least one of the preselected sites list other preselected sites (see Bezos column 15, lines 28-36, and Fig. 9 = preselected sites and Fig. 10a = other preselected sites).

As per claim 10, Chang in view Bezos further disclose a portal wherein the browser provides a header identifying characteristics of the browser (see Bezos column 8, lines 17-22). A cookie is considered the header that identifies the characteristics of the browser.

As per claim 11, Chang in view Bezos further disclose a catalog of items for purchase, which are also from multiple content sources (see Bezos column 7, lines 6-11).

As per claim 12, Chang in view Bezos further disclose the portal including a memory, and the catalog downloaded into the memory (see Bezos column 6, lines 59-67).

As per claim 13, Chang in view Bezos further disclose that the catalog contains content from multiple content sources (see Bezos column 7, lines 6-11).

As per claim 14, Chang in view Bezos further disclose identifying a user of the client portal (see Bezos column 9, lines 9-20, where user = Italian chef, and selection of items = favorite cookbooks). Also see 103 rejection below.

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Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 14 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chang in view of Bezos and further in view of Shafer et al. ("Recommender Systems in E-Commerce" 1999).

Chang in view of Bezos shows substantial features of the claimed invention (discussed above). In further support identifying a user of the client portal and having a catalog that contains a selection of items for purchase based upon a previous purchase history of the user are well known in the art and would have been an obvious modification of the system disclosed by Chang in view of Bezos, as evidenced by Shafer et al.

In an analogous art, Shafer et al. disclose an e-commerce system where there is a means of presenting catalog information based upon a previous purchase history of the user (page 158, column 2, second paragraph).

Given the teaching of Schafer et al., a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Chang in view of Bezos by employing a product recommendation based on a users previous purchase history, such as disclosed by Shafer et al., in order to help an e-commerce site adapt itself to each customer enabling individual personalization (Schafer et al., column 2, second paragraph).

Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chang, in view of admitted prior art (Admission).

As per claim 3, although the system disclosed by Chang shows substantial features of the claimed invention (discussed above), it fails to disclose a rendering application for eBooks.

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Nonetheless, these features are well known in the art and would have been an obvious modification of the system disclosed by Chang, as evidenced by admitted prior art.

In an analogous art, applicant discloses that a rendering application for eBooks is well known in the art (page 2, paragraph 5, lines 6-9).

Given the teaching of the admitted prior art, a person having ordinary skill in the art would have readily recognized the desirability and advantages of modifying Chang by allowing the application to render eBooks, such as disclosed by the applicant, in order to allow students to read books related to a lesson for class.

Response to Arguments

3. Applicant's arguments with respect to claims 6-8,10-14 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Philip J. Chea whose telephone number is 571-272-3951. The examiner can normally be reached on M-F 7:00-4:30 (1st Friday Off).

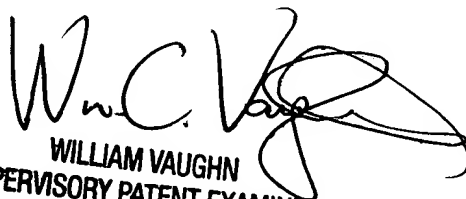
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glenn Burgess can be reached on 571-272-3949. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Philip J Chea
Examiner
Art Unit 2153

PJC 7/25/06


WILLIAM VAUGHN
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